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ACCOUNT ACTIVITY REPORT: Downtown Center Business Improvement District

SEPTEMBER 2015

TO: Carol Schatz, Suzanne Holley, Henna Sherzai

Public Relations activity performed by Macy + Associates for the Downtown Center Business Improvement District

ACCOUNT STRATEGY

- Provide media relations support to the DCBID'S events, including Dog Day Afternoon, Safety BBQ, GET URBAN, Start Ups in the Sky, etc.
- Promote the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Promote the DCBID as the catalyst for the continued transformation of downtown Los Angeles into a 24/7 city.
- Continue to promote the content of the DCBID's Annual and Quarterly Reports to local, regional and national media as the source for statistical information on the people who live, work and visit the downtown marketplace.

Non-responsive

PUBLIC RELATIONS

- **DTLA: The Future of Urban Retail Event & Press Release**
Following discussion of the Retail Event and Symposium at previous strategy meeting, Agency drafted a press release announcing the event. On 9.22, Client requested that Agency hold off on the release until further direction pending finalization of certain event details. Upon receiving Client approval, Agency completed the initial press release and sent to Client for review on 9.24. Client advised that speakers are still waiting to be confirmed and will circle back with Agency following the final selection.

Per Client request, Client and Agency spoke via conference call on 9.29 to discuss new information to incorporate into the press release. On 9.30, Agency resubmitted press release to Client for final review and sign off. As of 9.30, Agency pending Client approval to begin distribution.

Status: Ongoing. Currently pending Client sign off.



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- **16th Annual Public Safety Appreciation Barbecue**

In advance of the 10.15 Safety BBQ, Agency drafted and submitted for Client approval the Calendar Alert and Media Advisory on 9.10. Upon receiving Client approval on 9.29, Agency distributed the alert to broadcast, print/web and local event calendars.

On 9.21, Agency received interest from a reporter at the LA Downtown News, who planned to write a feature based off of the media advisory. Agency is currently monitoring for publishing

Initial Media Coverage

Yelp LA	9.21.15
Eventful.com	9.21.15
EventCrazy.com	9.21.15
Social N LA	9.21.15
Mommy Poppins	9.22.15
DT News	9.21.15
Events.org	9.21.15
Downtown Los Angeles Localista Magazine	9.22.15
Events Near Here	9.21.15
Eye Spy LA.com	9.21.15
ABC7	9.21.15
Long Beach Press-Telegram	9.23.15
Red Tricycle	9.23.15
DTLA Rendezvous	9.23.15
LA Chamber of Commerce	9.28.15
Round Town	9.28.15
SGVT	9.28.15
Pasadena Star-News	9.24.15
CBS Local	9.22.15
PBS SoCal	9.23.15
Columbia West College Community Calendar	9.29.15
Press Telegram	9.28.15
KROQ Events	9.21.15

Status: Advisory distribution complete. Agency to follow up with print/web and broadcast media prior to event as well as to monitor for LA Downtown News feature.

- **NEW YORK TIMES: 2nd Interview Request – Wilshire Grand Center**

Subsequent to Agency's 8.27 submittal of the DCBID's and Beacon's approved market stats as follow up content to Carol's August interview, Agency secured a second interview opportunity with the publication as their story has shifted to focus on Wilshire Grand Center.

Agency secured initial line of questioning and coordinated a phone interview for Carol on 9.18. With supplemental data provided by the Econ Dev Team, Agency researched, drafted and submitted a Project Messaging sheet for Carol in advance of the interview. Client spoke with reporter on 9.18 and Agency is currently following up and monitoring for publishing.

Status: Interview complete. Agency continues to monitor for publishing.



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- [REDACTED]

[REDACTED]

- **Q2 2015 Market Report Press Release**

Subsequent to the initial drafting, distribution, and media coverage of the Q2 Market Report and Press Release, Agency continued to follow-up with targeted media outlets and monitor for publishing.

Additional Media Coverage

KNX	9.10.15
Christian Science Monitor	9.21.15

Status: Complete.

- **Western Real Estate Business: Downtown LA Byline**

A result of the Agency's media outreach for the Q2 Market Report and Release, Agency secured interest from the editor at Western Real Estate Business, who offered a Byline opportunity for Client in their October Issue. Agency relayed the opportunity to Client, advising of the 9.14 deadline. Agency sent follow up email regarding the opportunity in order to receive Client direction on 8.25. Per Client direction, Agency drafted initial Downtown Feature and submitted to Client on 9.03.15 for Client review and approval. Agency received Client feedback and approval on 9.11. Agency submitted Byline to reporter and continues to monitor for publishing of October issue.

Status: Byline due to publish in October issue of WREB.

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- **DowntownLA.com / Bike Patrol Email:** [REDACTED]
On 9.03, Agency received an email from S. Holley that contained an email from [REDACTED] with concerns with how the Purple Patrol is handling/dealing with the homeless. Agency agreed that the response be best handled by Client counsel. [REDACTED]

Status: Complete.

Non-
responsive

- [REDACTED]

[illegible]

On 9.18, Client attached the revised Beacon report and requested to set up a call with Agency to discuss next steps. Following the discussion, Client outlined a plan regarding the key statistics for the report and sent to Agency on 9.25. Client to develop a 4pp Special Report, with InfoGraphic(s) for media/public distribution. Timing of distributions currently set for early December.

On 9.08, Client requested that Agency draft a press release announcing the launch of the "Live, Work, Play" Survey. After receiving Client feedback, Agency resubmitted the release for approval on 9.11. Agency received the new version of the survey from Fred Muir the



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same day with distribution planned for 9.14. On 9.14, Client notified Agency that the deadline to complete survey on Client's page is 10.15. Agency revised press release and began distribution, pitching and follow up on 9.14.

Initial Media Coverage:

LA Downtown News Online

9.22.15

Status: Distribution complete. Agency continues to monitor for media coverage.

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• **WOMEN'S WEAR DAILY: Advertorial**

Upon Client decision to purchase a 2-Page Advertorial in Women's Wear Daily, Agency facilitated in coordinating and developing content for the opportunity. Agency forwarded Client with advertising specs on 9.10 to discuss internally prior to moving forward. On 9.16, Agency provided Client with an Insertion Order, outlining deliverables, placement and specifics of the media purchase, for review and approval prior to confirming placement. Upon Client's submission of Insertion Order, Agency researched and drafted a preliminary Downtown LA Fashion outline to be used by the writer during the interview with Carol. Agency provided initial outline to Client, received two rounds of feedback and received final Client approval on 9.15.

Agency coordinated interview between Client and publication editor for 9.22. Agency hosted a conference call with Client to go over outline and messaging the day before the interview. Following the 9.22 interview, Agency received initial draft of the WWD feature on 9.28. Agency provided initial feedback on 9.28 and received final draft on 9.30. Agency reviewed with client, made additional copy recommendations and edits and provided a Redlined version for ease of review on 9.30. Client submitted redlined version to pub as final draft on 9.30. Agency and client received final layout on 9.30. Due to not having a model release, the photo of APC has to be swapped out for a new one.



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Status: Placement complete. Agency currently monitoring for publishing.

• **ADVERTISING OPPORTUNITY: Chainstore Age**

Following discussion of WWD Advertising Opportunities, Agency secured estimate for advertising Retail Event in Chainstore Age to maximize exposure for the event and forwarded to Client on 9.10. Client approved and chose to move forward with the opportunity.

Status: Complete.

• **LA BUSINESS JOURNAL: Interview, Carol on Broad Opening**

On 9.08, Agency received a media inquiry from the Los Angeles Business looking for Carol's insight into the affects of the opening of the Broad Museum. Agency secured initial line of questioning and coordinated the interview between Client and reporter for 9.08. Upon Agency's follow up with reporter, learned of an additional question the reporter had for Carol. Agency forwarded question along with messaging notes to Client on 9.08. Client called reporter directly on 9.09 to deliver remaining commentary. The feature published on 9.14.

Media Coverage:

Los Angeles Business Journal

9.14.15

Status: Complete. Feature published in 9.14. issue.

MEETINGS/CALLS/EVENTS

Non-responsive

- SEP 02: CALL – AMPitLIVE / WWD Intro (H. Sherzai, K. Macy, J. Halloran)

Non-responsive

- SEP 08: CALL – Chainstore Age (H. Sherzai, K. Macy, J. Halloran)
- SEP 10: CALL – Women's Wear Daily (H. Sherzai, K. Macy, J. Halloran)

Non-responsive

- SEP 16: CALL – Women's Wear Daily (H. Sherzai, C. Schatz, K. Macy, J. Halloran)
- SEP 17: CALL – AMPitLIVE/WWD (P. Turcotte, K. Macy, J. Halloran)

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- SEP 21: CALL – Women's Wear Daily (J. Roberts, S. Nobles, K. Macy, J. Halloran)
- SEP 22: INTRVW – Women's Wear Daily (C. Schatz, J. Roberts)

Non-responsive

- SEP 24: CALL – Beacon Report (S. Holley, J. Halloran)

- SEP 25: INTRVW – Women's Wear Daily Follow Up (C. Schatz, J. Roberts)



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- SEP 28: CALL – Women's Wear Daily (C. Schatz, H. Sherzai, K. Macy, J. Halloran)
- SEP 29: CALL – Retail Event (N. Griffin, J. Halloran)
- SEP 30: CALL – DCBID Retail Event (N. Griffin, K. Macy, J. Halloran, N. Weiner)
- SEP Correspondence – (C. Schatz, [REDACTED] N. Griffin, S. Holley, M. Filson, E. Shore, H. Sherzai)

Non-
responsive

NEXT STEPS

- Execute upon the 2015 "pitch calendar" that combines editorial opportunities with key milestones in downtown LA.

Non-
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- [REDACTED]
- Continue to pitch the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Continue to maximize the visibility and value of the DCBID Market Reports, pitching the BID as THE source for Downtown market information.
- Continue to provide public and media relation's strategies in support of DCBID Events.
- Review and secure editorial calendar opportunities for upcoming stories on downtown Los Angeles that are aligned with our media strategy goals.
- Research and secure targeted speaking opportunities that are aligned with our media strategy goals.
- Assist in the efforts to promote the 'GET URBAN' Creative and Tech Office Initiative.

ONGOING MONTHLY ACTIVITIES

- Research
- Clip Tracking
- Account Service
- Client Communication
- Account Report